REALTOR® REPORT

The Official Publication of Southland Regional Association of REALTORS®



SRAR Blood Drive

Monday, August 15

2011 Pro-Am NOW! Charity Golf Classic

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Volume 91 • Issue 7

ATTENTION GOLFERS:

SRAR CHARITY GOLF CLASSIC TO FEATURE PRO-AM FORMAT!

How do you improve on last year's sold out charity golf classic? You give participants the opportunity to play with the pros!

For the first time ever, the SRAR Charity Golf Classic presented by Point 2, will be a Pro-Am. A PGA professional will be added to each foursome, adding an exciting new dimension to the tournament. The professionals will play along side their amateur teammates, participate in the team scoring and even give some on-course pointers to their fellow golfers.

The tournament will be held Monday, August 15, 2011 at Wood Ranch Golf Club, 301 Wood Ranch Parkway, Simi Valley. Registration will open at 9:30 am with a shotgun start promptly at 11:00 am.

Thanks to the generous support of Point 2 and our other sponsors, the cost per player is only \$135. Registration includes:

- Green fees with cart
- · BBO lunch
- Full dinner
- On-course snacks and beverages
- · Tee gifts
- · All on-course contests
- · Awards and prizes

The golf classic is the SRAR Charitable Foundation's largest fundraiser of the year. The proceeds from the classic go to fund first time home buyer grants for worthy recipients in the San Fernando and Santa Clarita valleys. This very worthy program is already underway thanks to matching funds received from the CAR Housing Affordability Fund. (see more information on the grant program elsewhere in REALTOR

Report and on the SRAR website, www.srar. com.) So, not only are your registration fee and/or sponsorship dollars providing a great day of golf but they are tax deductible and help our community.

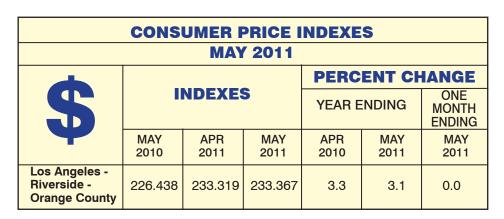
Wood Ranch is a private championship golf facility, generally recognized as one of the top rated courses in Southern California. It has been the home of both Senior PGA and LPGA tour events. The prevailing guest fee at Wood Ranch with cart is \$115 so the tournament registration fee of \$135 is an absolute bargain!

Not a golfer but would like to try it? Then sign up for the exciting Rookie Package. Learn the basics of the golf swing, putting, chipping, etc. in a fun no pressure group environment from Wood Ranch's head golf professional. Cost for the *Rookie Package* is only \$50 per player and includes snacks, beverages, full dinner etc.

Registration for the tournament usually sells out within a few weeks so don't delay. A registration form can be found by visiting the SRAR website www.srar.com or use the form included in this issue of REALTOR Report. **Please note, no reservations will be held without full payment.** For more information, contact Karen Marten at (818) 947-2254 or e-mail karenm@srar.com.

Also, sponsorship opportunities are still available. Check out the sponsorship packages also included on the flyer. The publicity, exposure and benefits are well worth the investment. And remember, registration and sponsorship payments are tax deductible. Proceeds go to the SRAR Charitable Foundation, a 501c3 corporation.

Don't miss this opportunity to tee it up with fellow REALTORS. Sign up today!





San Fernando Valley Summer Picnic

Come one, come all, bring your friends and family to our

WCR Family Summertime Barbecue Picnic

Thursday August 18th, 2011 at Lake Balboa Park

At 4pm to 8pm

Good old fashioned fun for all

Contest & Game

Come join us!

Sponsored By:



\$20.00 per adults, Children from ages 6 to 16-\$10.00, and under the age of 5 are free.

RSVP by **Aug 12, 2011**, e-mail to gwyn@gwynpetrick.com

For more details Call Kathy 818 428-7653



President Fred Sabine

President-Elect Wendy Hale

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Jim Link

Santa Clarita Valley Division President Sal Aranda

Main office:

7232 Balboa Blvd. • Van Nuys, CA 91406 Tel: (818) 786-2110 • Fax: (818) 786-4541 e-mail: info@srar.com

ONCE-IN-A-LIFETIME OPPORTUNITY

HOUSING MARKET OFFERS RARE OPENINGS, CHALLENGES

BY FRED SABINE, SRAR PRESIDENT, AND SAL ARANDA, SCV PRESIDENT SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

The capacity crowd of real estate professionals, business leaders and elected officials who attended a recent hous-ing forecast were eager for positive news, which

an econo-mist was happy to provide, along with, of course, doses of reality.

Leslie Appleton-Young, vice president and chief economist of the California Association of Realtors, said today's affordable housing prices offer "a oncein-a-lifetime opportunity," an opening that "the smart money is chasing." Yet the challenge is that 25 percent of mortgages in California are underwater, with or five years.

Appleton-Young was the keynote speaker at a recent by the Southland Regional Association of Realtors' Santa Clarita Valley Division and attended by more than 300 professionals.

"We don't know what's not in the pipeline. ... That's why it's difficult to say what the market will look like over the next ten or 20 years," she said. "There's nothing in a mortgage that says if the value of a property goes down I don't need to pay." And, she

distressed properties likely to be MORE THAN 300 REAL ESTATE PROFESSIONALS, OFFICIALS AND BUSINESS LEADERS TURNED OUT she suggested, "the better the a feature for the next three, four FOR THE SANTA CLARITA VALLEY DIVISION'S RECENT BREAKFAST MEETING, WHICH FEATURED A HOUSING FORECAST BY LESLIE APPLETON-YOUNG, VICE PRESIDENT AND CHIEF ECONOMIST FOR THE CALIFORNIA ASSOCIATION OF REALTORS. PICTURED ABOVE, LEFT TO RIGHT: JIM LINK, CHIEF EXECUTIVE OFFICER SOUTHLAND REGIONAL ASSOCIATION OF REALTORS; FRED SABINE, SRAR 2011 PRESIDENT; WENDY HALE, SRAR 2012 PRESIDENT-ELECT; APPLETON-YOUNG; SAL breakfast meeting organized ARANDA, SRAR SANTA CLARITA VALLEY DIVISION 2011 PRESIDENT; ERIKA KASLAURICH-BIRD, by the Southland Regional SCV DIVISION PRESIDENT-ELECT 2012; AND NANCY STARCZYK, SCV DIVISION, PAST PRESIDENT AND CURRENT DIRECTOR.

> noted, neither government nor lenders are coming forward with effective programs intended to help underwater owners.

So far this year home sales are running about 2 percent behind compared to the first five months of 2010.

"That's pretty good considering tax

cred-its, which expired, were really juicing sales last years," she said, adding that the "recovery is uneven, at best."

"There are plenty of positive signals in the market, she said, yet the challenge for Realtors, who are "working twice as hard for half the money," is to pinpoint the data down to individual neighborhoods, streets and properties.

"The more you can localize data, really get much more granular," information will be."

The positive signals include:

• Job creation — "Job creation is happening, it's just that we're digging our way out of a pretty significant hole," with 2 million jobs added after losing 8.4 million jobs during the downturn. Plus,

with local, state and federal government cutbacks likely, the ranks of the unemployed may swell.

CONTINUED ON PAGE 4

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PASSPORT TO SUCCESSFUL REAL **ESTATE**

You are invited to join us for an afternoon of travel around the world! On Thursday, August 4, 2011 beginning at 1:00p.m. Until 4:00p.m.

SRAR and the Equal Opportunity Cultural Diversity Committee will host the 2nd Annual Passport to Successful Real Estate event in our auditorium. Take this once a year opportunity to travel the world and learn to do business successfully with various cultures!

Taste ethnic foods; learn about proper cultural etiquette; discover ways to successfully do business with different cultures; take a look at ethnic clothing and

If you are interested in hosting a table, or to obtain more information contact Kit Young at 818-947-2236 or via email at kathleeny@srar.com.

This event is FREE to SRAR members only!

www.srar.com Realtor® Report July/August 2011 3

OFFERS.....

CONTINUED FROM PAGE 3

- Strong stock market recovery "One huge bright spot is the market, it's having an amazing year. ... Labor is the biggest cost for most companies, which have gotten leaner and leaner, producing more with fewer workers."
- Real estate net worth stabilizing During the 1990s the San Fernando and Santa Clarita valleys and the Southland took huge hits from the Northridge earthquake and loss of the aerospace in-dustry, yet it took three years for prices to plunge. "This time, in two years, prices dropped 58.8 percent. We've never seen that before."
- Rising rents and more qualified renters — Uncertainty in the housing market and people losing their homes have added pressure and opportunities in rental properties, which is likely to continue even as housing recaptures its luster.
- Strong demand for distressed properties - Fortune magazine recently said: "The most attractive asset class is housing," which sums up today's unique opportunities.
- International demand is strong India. Brazil and China have vast middle classes that are growing by leaps and bounds. They're demanding products and have the ability to pay, which is moving the price of building materials up very sharply. Investors worldwide recognize that current opportunities and affordability in U.S. real estate won't be around come this time next vear.
- Smart money chasing real estate Interest rates, which Appleton-Young said have nowhere to go but up, are favorable, yet loans remain difficult to securing, making all-cash purchases more desirable. "We'll see record-high all-cash purchases," she said. "If you can get it together, it's worth it because the lending environ-ment is so challenging."

That environment could well get even tougher, especially with the conforming loan limit expected to drop come September, which will make jumbo loans more expensive. The future of Fannie Mae, Freddie Mac, and FHA loans, long the backbone of affordable loans, are in question, too, as is the mortgage interest deduction, which some forces want to end as part of tax and budget reform.

"This market is not going to change anytime soon," Appleton-Young said. "We're in a bit of a rough patch. ... But don't get me wrong. The worst is over."

HOUSING MARKET RECENT CHANGES TO THE 3 PAGE SRAR PURCHASE AGREEMENT ADDENDUM

Numerous additions have been made to the 3 page SRAR Purchase Agreement Addendum within the past year. Because of this, it is important to always use the most current version of this form with your transactions. You can obtain the most current version by going to www.srar.com and clicking on the MLS tab at the top of the page. Then click on the tab entitled MLS forms and drop down to the section entitled Fillable Addendums. There you will find the Addendum to Purchase Agreement.

Paragraph 5 (Valley Transit Project) has just been changed to add language regarding the extension to the Orange Line Busway. There is a new sentence that informs buyers that the Orange line is now in the process of being extended from Warner Center to the Metrolink station in Chatsworth along Canoga Avenue. This extension is currently scheduled for completion in 2012.

Paragraph 9 (Sediment Placement Sites) was added recently to disclose the fact that the County of Los Angeles Flood Control District has established approximately 20 Sediment Placement Sites to place the sediment being removed from debris basins throughout the county. Seven of these sites are located within or near the boundaries of the San Fernando and Santa Clarita Valley. A map of these sites can now be found at www.srar.com. Click on the MLS tab at the top of the page. Then click on the Neighborhoods/Areas/Tract Codes tab and drop down to the tab labeled Sediment Placement Sites.

Paragraph 17 (Community Boundaries) was added recently to explain to buyers and sellers that within the City of Los Angeles there are many communities such as Sherman Oaks, Woodland Hills, Valley Village, etc. The key to this paragraph is the statement that the Los Angeles City Council is the governmental entity that approves the actual boundaries of these neighborhoods and that the official boundaries are delineated in the maps approved by the LA City Council. While these maps can be found on the LA City Council website they are not easily accessed. These maps can now be found at www.srar.com. Click on the MLS tab at the top of the page and then click on the Neighborhoods/Areas/Tract Codes tab and drop down to the tab labeled Neighborhood Boundary maps. These are the official maps and buyer and sellers should not rely on the US Postal Service or LA County Assessor's information to

determine the actual boundaries of any particular community as these records are not always accurate.

It should be noted that, at this time, no additional paragraph has been added to the SRAR addendum regarding the installation of Carbon Monoxide detectors. This new law which is effective July 1, 2011 for single family dwellings is a State law and not a local City or County of Los Angeles ordinance. It is quite possible that the City of Los Angeles will pass some additional ordinance with regard to Carbon Monoxide detectors and at such time the SRAR addendum will be modified to include this information. For additional information regarding this new State regulation you can visit www.car.org. CAR has published a Q & A to address this new law.

If you are using an Electronic Signature program such as Digital Ink or DocuSign you can load the SRAR Addendum into those programs so that you can obtain electronic signatures on this form just as you can with the standard CAR forms.

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Presented By



Monday, August 15,2011 Wood Ranch Golf Club 301 Wood Ranch Parkway Simi Valley, CA 93065

9:30 A.M. Registration 11:00 A.M. Shotgun Start

A premier event to benefit the **SRAR Charitable Foundation & First-Time Home Buyers**



Player Sign-Up Form

GOLFERS - \$135 per golfer (Payment for ALL GOLFERS must accompany reservation) Fee Includes: *Golf with Cart *Tee Gifts *On-Course Contests *Awards and Prizes *Lunch/Drinks/Snacks on Course *Awards Buffet Dinner *Play with a Pro

| Player Name: | Phone_ |
|---|---|
| Player Name: | Phone |
| Player Name: | Phone |
| Player Name: | Phone |
| ROOKIE PACKAGE - \$50/Perso Fee includes group instruction with snacks, beverages and Awards Din | h head golf professional, fun "no pressure" contests, |
| Rookie Packages @ \$50 | Each. Total Amount Enclosed: \$ |
| Player Name: | Phone_ |
| Player Name: | Phone |
| RAFFLE TICKETS - Pre-purcha \$20 increments: (20/\$20, 40/\$40, 6 | ase raffle tickets to win exciting, valuable prizes. Sold in 60/\$60, 80/\$80, 100/\$100, etc.) |
| Number of Tickets: | Cost: \$ |
| Contact Information: Name: | |
| | ZIP |
| E-Mail | |
| | Cell |
| Method of payment: Credit Card Check (Please mak | te checks payable to SRAR Foundation, Inc.) |
| Credit Card Type:MasterCa | ardVISADiscoverAmex |
| Name as it appears on card: | |
| Card Number: | |
| Expiration Date:/ | |
| Authorizing Signature: | |
| | |

FAX (818)786-4541 Email KarenM@srar.com.

Van Nuys, CA 91406

SOUTHLAND REGIONAL

ASSOCIATION OF REALTORS*, INC.

2011 Golf Classic Pro-Am Sponsorship Opportunities

Monday, August 15,2011

301 Wood Ranch Parkway | Simi Valley, CA 93065 Wood Ranch Golf Club

Shotgun Start 9:30 A.M. Registration 11:00 A.M.

\$50 Rookie Package \$135 per Golfer

- Eight playing spots in the tournament
- Four additional tickets to the awards dinner
- Prominent listing in all pre and post tournament publicity
- Primary advertising on all on-site tournament materials Tee and green signage
 - Ability to have a representative at a designated hole
 - Full page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

EAGLE \$2,500

- * Four playing spots in the tournament
- Two additional tickets to the awards dinner
- Listing in all pre and post tournament publicity
- Advertising on all on-site tournament materials
 - Tee and green signage
- Ability to have a representative at a designated hole
 - Half page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

BIRDIE \$1,500

- Two playing spots in the tournament
- One additional ticket to awards dinner
- Listing on all pre and post tournament publicity
 - Listing on all tournament materials
- Tee and green signage
- Quarter page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

Snack and Beverage Sponsor \$1,000

- Two tickets to awards dinner
- Signage at all snack and beverage stations on the course
- Listing on all tournament materials and advertising

Signature:

- Acknowledgement in tournament program
 - Acknowledgement at awards dinner

Presented By

8

| Classic In- Am | 10-01 10-01 | m | |
|--|----------------------|---------------------|--|
| Trease indicate your sponsor fever (all sponsors are tax deductible): ACE \$5,000 | your sponsor level (| ant sponsors are ta | x deductible): Snack & Beverage \$1,0 |
| Sponsor Name: | | | |
| Contact: | | | |
| Address: | | | |
| City: | | State: | Zip: |
| Phone: | | Email: | |
| | | | |

Make checks payable to 'SRAR Foundation, Inc.' (Tax I.D. #95-4323748) Attention: Karen Marten Van Nuys, CA 91046 7232 Balboa Blvd. SRAR

If paying by credit card, complete below and fax to 818-786-4541.

Name as it appears on card:

Exp. Date: Credit card #

FOOD DRIVE IN THE VALLEY

The Annual SRAR Food Drive has become, by necessity, an everyday, ongoing effort. The dire economic conditions have caused more and more struggling families to seek help for even the most basic needs.

As Realtors involved in our community, we are helping fill a desperate need throughout the San Fernando Valley. At this time our food collections are going to the Guadalupe Center in Canoga Park, Hope of the Valley Rescue Mission in North Hollywood. Each time we fill our loading dock with your generous food and sundries donations, we have the items picked up by one of the two food banks. Several tons of food have already been picked up and distributed to these food banks.

In addition to feeding hot meals to over 400 people a day, Hope of the Valley Rescue Mission also offers homeless people a place to shower and get clean clothes. Therefore, sundries such as soap, shampoo, and towels are also needed.

Flyers for collecting food in your farming areas are available online at SRAR.com. A permanent food barrel is available in the SRAR store, by the Education Department. Please bring nonperishable food items into SRAR on your next visit. Canned and packaged pasta, soups, tuna, baby food and formula are much needed items. We need your help and involvement!!!

Rana Linka Food Drive Chairman



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Chatsworth | Santa Monica | Simi Valley | Thousand Oaks | Valencia | Warner Center

SRAR BLOOD DRIVE

7232 Balboa Blvd, Van Nuys, CA -Auditorium

> Friday, August 19, 2011 9:00 am – 3:00 pm

To schedule your appointment or for more information contact Andre Buando at (818) 947-2298 or andreb@srar.com

Or go to www.redcrossblood.org and enter sponsor code: SRAR



Donors will receive a FREE Gift Card compliments of The Box Pro! Gift Cards are from various merchants, range in value from \$5 to \$10, and will be handed out at random, while supplies last.

- All donors will also receive a coupon for a 6-box of chocolate covered fruit.
- An exclusive complimentary admission for 2 to Laugh Factory (2 drink minimum);
- A voucher for 2 FREE tickets to a Chivas Game***
- and will be eligible to enter a \$500 Gas Card Drawing;
- ***\$10 processing fee. Additional tickets are \$10.



American Red Cross

redcrossblood.org | 1-800-RED CROSS

Designated Corner

"Designated Corner" is a designed to provide information on the various CAR & NAR Designations and Certifications that are currently available to the real estate professional.

-Pro®

The new e-PRO certification provides a roadmap to help your members serve hyper-connected consumers of today and tomorrow. Course topics for Day 1 include the changing market, how to connect with consumers, the online conversation, and reputation management. Day 2 provides hands-on discovery of business tech tools, such as an estrategy, mobile office, micro-blogging, rich media, and NAR resources. This course is Pending Department of Real Estate approval for Continuing Education (CE) credit in Consumer Service. (Note - Students are required to take an online e-Pro® course to complete their certification) The e-Pro course counts as an elective credit for the ABR®, CIPS and CRS designations and the RSPS certification.

For more information, visit: http://www.car.org/education/designations/ePRO/

www.srar.com Realtor® Report July/August 2011 7

2011 REALTOR® EXPO HUGE SUCCESS





On Wednesday, June 29th, nearly 500 guests visited LA Valley College's Monarch Hall to attend SRAR's 2011 REALTOR® Expo. The Expo hosted nearly 40 vendor booths and offered a variety of classes on such topics as Feng Shui, Hypnotherapy, Short Sale Updates, Facebook, and the newly launched "Get Home Now!" program, which is cosponsored with The Home Depot.

The fun twist on this year's Expo was a carnival theme and was titled, "Improve Your Game." Each booth sponsor was asked to create a carnival-style game that visitors could play while visiting the booths. Winners received raffle tickets, which were then entered into various raffle drawings that occurred throughout the day. At the end of the day, one lucky winner went home with the grand prize – a brand new iPad 2.

If there was one minor drawback to this year's Expo, it was the long walk from the parking lot to Monarch Hall where the event was

held. But the upside was that the parking was free...not to mention the fact that two clowns traveled up and down the walkway to entertain guests going to and from the Expo.

Another upside to this year's Expo was that each guest was treated to a free brownbag lunch, which included a sandwich, a bag of chips, and a chocolate-chip cookie.

All-in-all, the 2011 REALTOR® Expo was a huge success, thanks to the hard work of Expo Chair, Em Roberts, her committee members, and the SRAR staff. We hope to keep this momentum going for next year's Expo and all events throughout the year.

Be sure to check SRAR's Events & Education calendar on the website often at www.srar.com and join us whenever possible.

SRAR INTRODUCES THE FANNIE MAE SHORT SALE ASSISTANCE DESK

SRAR has joined with Fannie Mae in offering our members the Short Sale Assistance Desk ("Assistance Desk") to assist real estate professionals in handling post-offer short sale issues that may relate to servicer responsiveness, the existence of a second lien, or issues involving mortgage insurance. The Assistance Desk leverages the relationship between the participating MLSs and their members to collect and submit information to Fannie Mae using a dedicated submission form on the MLS website. Complementing this streamlined service, CRISNet MLS provides Fannie Mae with data to help improve valuations and make quicker decisions regarding short sale requests. The Assistance Desk is meant to serve as a backstop to empower real estate professionals in those cases where the normal approval channel has bogged down, and where Fannie Mae's intervention may serve as a catalyst for progress towards a resolution. The Assistance Desk is not intended to replace the normal approval

channels, nor is it intended to serve as a compliance or enforcement function or as a potential appeal for decisions the real estate professional believes to be unfavorable. Specific guidelines for eligible cases are provided below:

Eligibility Criteria: * Property must have a first-lien loan owned by Fannie Mae. * Only post-offer issues can be submitted. The servicer must be in receipt of a valid offer for the property. * Real estate professional must be a member of a participating MLS. * Real estate professional must be the listing agent for the property. * Real estate professional must obtain a signed Borrower Authorization Form (BAF) from the homeowner(s) and submit it to the MLS.

Submission Guidelines: * Real estate professional must first make a reasonable effort to resolve the issue by working through the servicer. * Real estate professional may submit the case in the event the servicer has not provided: an initial response

within 20 days; a final property valuation within 30 days; a final decision or specific direction to facilitate a decision within 60 days from the original offer submission date; or, if the real estate professional has received an approval from the servicer for the transaction, but either the mortgage insurer or second lien holder has imposed a closing condition that is not possible for the borrower to meet. * Real estate professional must address all "actionable" requests from the servicer before submitting the issue. * Where additional documentation is re-quested, servicer response time will be calculated starting on the date the real estate professional submitted the final documentation.

How To Get Started: Simply login to the Members Only section of SRAR.com, click the "Fannie Mae Assistance Desk" link on the left side of the page, then click the link to access the Fannie Mae Assistance Desk. Enter your NRDS ID where prompted and follow the instructions.

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| | | JUNE 201 | 1 | | | | |
|--|---------------|------------------------------|------------------|---------|---------------|--------------|----------------------------|
| RESIDENTIAL | | | | | RESIDENTI | I | RESIDENTIAL PROP. |
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| 70 / 1 | MONTHLY RESID | RESIDENTIAL SALES STATISTICS | ICS | | - | | + ' - |
| ACTIVE INVENTORY: | Z | ES CS | W | WS | SFV TOT | EXT | TOTAL |
| NEW LISTINGS | | 137 194 | 261 | 251 | 1,069 | | 1,752 |
| X T T T | 536 | | 6/0 | 680 | 2,804 | 2,055 114 | 4,859 |
| AVERAGE LIST PRICE IN THOUSANDS | | 694 | 462.3 | 971.4 | 626.5 | 398.5 | 530.1 |
| MEDIAN LIST PRICE IN THOUSANDS | 250.0 | ε | 399.0 | 589.0 | 399.0 | 280.0 | 348.9 |
| BOMS BOM PRICE IN THOLISANDS | 04 | 78 | 4163 | 508.4 | 416.6 | 338.9 | 387.8 |
| BOM TO SALE RATIO | 47.8. | | 43.3 | 45.9 | 42.9 | 40.8 | 42.1 |
| EXPIRATIONS | 37 | 36 | 46 | 44 | 202 | 154 | 356 |
| PENDING SALES: | 216 | 123 140 | 224 | 214 | 937 | 548 | 1 485 |
| TOTAL YTD ESCROWS OPENED | | 579 783 | 14 | 1,000 | 4,317 | 2,609 | 6,926 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET. | 49 | | | 69 | 65 | 73 | 89 |
| DEW OPEN ESCROWS AVERAGE LIST PRICE | 237.3 | 4 | | | 400.4 | 335.5 | 4 4.3 |
| NEW FSCROWS CLOSED | 134 | 118112 | 178 | 146 | 989 | 426 | 1,114 |
| TOTAL YTD ESCROWS CLOSED | 760. | | 861 | 791 | 3,553 | 2,150 | |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS | 31.231 | | 69.888 | 76.862 | 302.899 | 136.290 | 439.189 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS | 79.3892 | 797.204 290./56 | 336.098 | 440.319 | 1,543./6/ | /13.361 | 2,25/.128 |
| AVERAGE SALE PRICE IN I I COSANDS | 233.1 | | 347.0 | 400.0 | 340.0 | 270.0 | 315.0 |
| COOP SALES | 102 | | 142 | 120 | 546 | 344 | 068 |
| PERCENT OF COOP SALES | 76.1 | 7 | 79.8 | 82.2 | 79.4 | 80.8 | 79.9 |
| AVERAGE DAYS ON MARKET | 120 | 125135 | 124 | 114 | 123 | 141 | 130 |
| DEPOENT OF SALES AT LIST DRICE | 80. | 30 5 30 30 30 30 30 8 | 30.0 | 34.2 | 30.7 | 216 | 489 |
| SALES TO LISTING INVENTORY RATIO | 25.0 | 2 | 26.6 | 21.5 | 24.5 | 20.7 | 22.9 |
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| 300,000 TO 349,999 | . 66 | 499 | 138 | | 90 | 19938 | 5.1 |
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| 400,000 IO 449,999 | . 70 | 735 | /0/ | | 4/ | 2/016 | 4.6 |
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| 900,000 TO 999, 999 | 58 | 94 | 12 | | 2 00 | 107980 | 4 0 |
| 1,000,000 TO 1,999,999 | 90 | 313 | . 42 | | 38 | 173947 | 10.8 |
| MORE THAN 2,000,000 | 155 | 136 | 7 | | 7 | 371736 | 13.8 |
| IOIALS | | 4800 | 7111 | | | 3808/ | 7.C |
| FISTINGS | | 2011 RMLS TOTAL | - \$ VOLUME | | | | SALES |
| 10.541 | | \$2.257.1 | 28.000 | | | | 5.968 |
| | | 1 | | | | | - () : () |

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

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COMPARABLE SALES ANALYSIS 2006 - 2011 (COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO) TOTAL MONTH BY MONTH



| • | | 2006 | 90 | | | 2007 | 77 | | | 2008 | 8 | | | 2009 | 6 | | | 2010 | 0 | | | 2011 | _ | |
|-----------------------|--------|-----------|-------------------|--------------------------|----------------|-----------|-------------------|--------------------------|------------|-----------|-------------------|--------------------------|--------|-----------|-------------------|--------------------------|-----------------|-----------|-------------------|--------------------------|-------|-------|-------------------|--------------------------------|
| | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO TIST | LIST | SALES | \$ VOL MIL. | % SALES TO TIST | LIST | SALES | \$ VOL MIL. | % SALES TO TO LIST |
| JAN | 2346 | 895 | 560.0 | 38.2 | 2595 | 882 | 594.2 | 34 | 2935 | 574 | 329.3 | 19.6 | 2084 | 964 | 357.7 | 46.3 | 1,830 | 896 | 410 | 52.6 | 1,786 | 926 | 368.7 | 54.3 |
| FEB | 2373 | 971 | 602.1 | 40.9 | 2421 | 893 | 581.8 | 36.9 | 2633 | 654 | 409.7 | 24.8 | 1178 | 876 | 330.5 | 49.4 | 1,780 | 872 | 349.7 | 49 | 1,646 | 753 | 303.5 | 45.7 |
| MAR | 2818 | 1487 | 976.8 | 52.8 | 3521 | 1318 | 848.1 | 37.4 | 2878 | 792 | 429.0 | 27.5 | 2004 | 1,148 | 428.6 | 57.3 | 2,231 | 1,131 | 523.3 | 50.7 | 1,875 | 1,050 | 430.7 | 56 |
| APR | 2465 | 1441 | 911.4 | 58.5 | 3205 | 761 | 519.6 | 23.7 | 2949 | 983 | 538.1 | 33.3 | 1956 | 1275 | 487.5 | 65.2 | 2,212 | 1,188 | 526.9 | 53.7 | 1,740 | 1052 | 394.2 | 60.5 |
| MAY | 3185 | 1434 | 903.9 | 45.0 | 3493 | 1151 | 804.7 | 33 | 2629 | 1165 | 626.4 | 44.3 | 1,865 | 1,300 | 530.1 | 2.69 | 1,936 | 1,235 | 523.7 | 63.8 | 1,732 | 1,023 | 422.3 | 59.1 |
| JUNE | 3111 | 1407 | 948.7 | 45.2 | 3163 | 1234 | 870 | 39 | 1549 | 1182 | 616.7 | 43.2 | 1,928 | 1,410 | 612 | 73.1 | 2,051 | 1,269 | 563 | 61.9 | 1,752 | 1,114 | 439.1 | 63.6 |
| JUL | 2899 | 1322 | 825.1 | 45.6 | 3247 | 1157 | 839.7 | 35.6 | 2731 | 1263 | 672.9 | 46.2 | 1,922 | 1,322 | 581.7 | 8.89 | 2,153 | 1,104 | 484.5 | 51.3 | | | | |
| AUG | 3097 | 1296 | 816.4 | 41.8 | 3480 | 1057 | 767.0 | 30.4 | 2518 | 1181 | 594.7 | 46.9 | 1,820 | 1,259 | 553.7 | 69.2 | 1,993 | 1,029 | 443.8 | 51.6 | | | | |
| SEPT | 2807 | 1284 | 783.8 | 45.7 | 2753 | 736 | 506.3 | 26.7 | 2423 | 1181 | 533.4 | 48.7 | 1,731 | 1,205 | 543.1 | 9.69 | 1,726 | 1,034 | 430.4 | 59.9 | | | | |
| OCT | 2682 | 1194 | 7.957 | 44.5 | 2925 | 999 | 444.2 | 22.8 | 2389 | 1321 | 601.7 | 55.3 | 1,794 | 1,243 | 527.5 | 69.3 | 1,677 | 883 | 371.9 | 52.7 | | | | |
| NON | 1943 | 1195 | 756.6 | 61.5 | 2342 | 701 | 438.4 | 29.9 | 1770 | 1121 | 470.9 | 63.3 | 1,505 | 1,095 | 452.1 | 72.8 | 1,431 | 864 | 356.8 | 60.4 | | | | |
| DEC | 1355 | 1263 | 812.3 | 93.2 | 1691 | 710 | 440.1 | 42 | 1483 | 1241 | 497.5 | 83.7 | 1,327 | 1,174 | 549.1 | 88.5 | 1,298 | 1,045 | 431.2 | 80.5 | | | | |
| TOTAL | 31.081 | 15,189 | 9,653 | 48.9 | 34,836 | 11,266 | 7,654.1 | 32.6 | 28,887 1 | 12,658 6 | 6,320.3 | 44.7 | 21,114 | 14,271 | 5,953.6 | 9.99 | 22.318 | 12.617 | 5415.2 | 55.6 | | | | |
| AVG. SALE PRICE | | \$635,578 | ,578 | | (4) | \$679,398 | 398 | | 37 | \$499,313 | ,313 | | | \$417,181 | 181 | | - 07 | \$429.200 | 200 | | _ | | | |

| SAN FERNANDO VALL | EY SIN | GLE FAI | MILY SA | LES STA | ATISTIC | S FOR JU | INE | |
|--|---|--|--|---|---------------------------------------|--|----------------------------|---------------------------------------|
| | EN | ES | CS | WN | | SFV TOTAL | EXT | TOTAL |
| New Listings | 182 | 91 | 137 | 218 | 191 | 819 | 483 | 1,302 |
| Total Active Listings | 405 | 235 | 355 | 530 | 543 | 2,068 | 1,478 | 3,546 |
| Average Days on Market | 89 | 92 | 95 | 88 507.0 | 90 | 90 | 11/ | 101 |
| Average List Price in Thousands Median List Price in Thousands | 27 3.0 265 0 | 957.4 700 N | 001.9 535.0 | 307.0 440.0 | 1,120.U 660 N | / 39.1 /85.0 | 425.5 200 N | 280 U |
| BOMS | 203.0 | 1 99.0 17 | 333.0 | 440.0 63 | 009.0 50 | 200 | 299.0 129 | 329 |
| Average BOM Price in Thousands | 260 1 | 728 6 | 657 7 | 457 6 | 588 7 | 505 9 | 353 9 | 446.3 |
| BOM to Sale Ratio | 37.9 | 22.4 | 39.2 | 44.1 | 44.2 | 38.9 | 43.3 | 40.5 |
| Expirations | 24 | 21 | 26 | 36 | 36 | 143 | 119 | 262 |
| PENDING SALES | | | | | | | | |
| New Escrows Opened | 158 | 86 | 105 | 180 | 165 | 694 | 401 | 1.095 |
| Total YTD Escrows Opened | 692 | 386 | 520 | 816 | 786 | 3.200 | 1.894 | 5.094 |
| New Open Escrows Äverage Days on Market. New Open Escrows Average List Price | 48 | 65 | 69 | 65 | 71 | 63 | 68 | 65 |
| New Open Escrows Average List Price | 264.5 | 813.0 | 623.9 | 452.4 | 675.0 | 533.2 | 355.8 | 468.2 |
| CLOSED SALES: | | | | | | | | |
| New Escrows Closed | 103 | 756 | 79 | 143 | 113 | 514 | 298 | 812 |
| Total YTD Escrows Closed | 569 | 335 | 426 | 676 | 625 | 2,631 | 1,536 | 4,167 |
| Volume of New Sales Dollars in Millions | 26.570 | 56.423 | 47.245 | 61.232 | 68.919 | 260.388 | 100.254 | 360.642 |
| Volume of total YTD Sales in Millions | | | | | | | | |
| Average Sale price in Thousands | 258.0 | 742.4 | 598.0 | 428.2 | 609.9 | 506.6 | 336.4 | 444.1 |
| Median Sale Price in Thousands | | | | | | | | |
| Coop Sales | /5 | 61 | 56 | 111 | 92 | 395 | 244 | 639 |
| Percent of Coop Sales Average Days on Market | /2.8 | 80.3 | /0.9 | / / .b | 81.4 111 | /b.8 | 81.9 | / 8./ 107 |
| Sales at List Price | 109 | 114 25 | 140 | 120 57 | | 1∠1 201 | 137 145 | 2/6 |
| Percent of Sales at List Price | 62 1 | 32 9 | ∠1 26 6 | 30 0 | 34 30 1 | 39.1 | 143 48 7 | 42 6 |
| Sales to Listing Inventory Ratio | 25.4 | 32.3 | 22.3 | 27.0 | 20.8 | 24 9 | 20.2 | 22.9 |
| Final Sale to New Listing Ratio | 56.6 | 83.5 | 57.7 | 65.6 | 59.2 | 62.8 | 61.7 | 62.4 |
| | | | | | | | | |
| SAN FERNANDO VALL | | | | | | | | TOTAL |
| ACTIVE INVENTORY | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
| ACTIVE INVENTORY New Listings | EN 44 | ES 46 | CS 57 | WN 43 | WS 60 | SFV TOTAL 250 | EXT 200 | 450 |
| ACTIVE INVENTORY New Listings Total Active Listings | EN 44 131 | ES 46 165 | CS 57 163 | WN 43 140 | WS 60 137 | SFV TOTAL 250 736 | EXT 200 577 | 450 1,313 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market Average List Price in Thousands | EN44 131 110 193.5 | ES46 165 111 396.4 | CS 57 163 100 287.2 | WN 43 140 109 293.0 | WS 60 137 97 362.7 | | EXT200577107329.2 | 450 1,313 106 318.5 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market Average List Price in Thousands | EN44 131 110 193.5 | ES46 165 111 396.4 | CS 57 163 100 287.2 | WN 43 140 109 293.0 | WS 60 137 97 362.7 | | EXT200577107329.2 | 450 1,313 106 318.5 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market Average List Price in Thousands Median List Price in Thousands BOMS | 44131110193.5167.525 | ES46165 | 57163100287.2239.027 | WN | WS | 250 | 200577107329.2249.045 | 450 1,313 106 318.5 259.5 |
| ACTIVE INVENTORY New Listings | 44 131 110 193.5 167.5 25 152.6 | ## ## ## ## ## ## ## ## ## ## ## ## ## | 57 | WN 43 140 109 293.0 260.0 14 230.6 | WS 6097362.7265.017272.1 | 250 | 200577107329.2249.045296.0 | |
| ACTIVE INVENTORY New Listings | EN | ## 46 | 57 | WN 43 | WS 6097362.7265.017272.151.1 | 250 | 200 | |
| ACTIVE INVENTORY New Listings | EN | ## 46 | 57 | WN 43 | WS 6097362.7265.017272.151.1 | 250 | 200 | |
| ACTIVE INVENTORY New Listings | 44131110193.5167.525152.680.613 | ## Left | 57 | WN 43 | WS60 | 250 | 200 | |
| ACTIVE INVENTORY New Listings | EN | ## 46 | | WN 43 | WS60 | 250 | 200 | |
| ACTIVE INVENTORY New Listings | | | | WN 43 140 109 293.0 260.0 14 230.6 40.0 10 44 231 | ws60 | \$FV TOTAL | 200 | |
| ACTIVE INVENTORY New Listings | | | | WN 43 | ws | \$\frac{250}{736} | | |
| ACTIVE INVENTORY New Listings | | | | WN 43 | ws | \$\frac{250}{736} | | |
| ACTIVE INVENTORY New Listings | | | | WN 43 | ws | \$\frac{250}{736} | | |
| ACTIVE INVENTORY New Listings | EN | ## ## ## ## ## ## ## ## ## ## ## ## ## | | WN | ws 60 | \$\frac{250}{736} | | |
| ACTIVE INVENTORY New Listings | EN | | | ## 43 | ws 60 | 250 | | |
| ACTIVE INVENTORY New Listings | EN | ## 46 | | WN | ws 60 | 250 | | |
| ACTIVE INVENTORY New Listings | | ## 46 | | ## 43 | ws | 250 | | |
| ACTIVE INVENTORY New Listings | | ## 46 | | WN | WS60 | 250 | | |
| ACTIVE INVENTORY New Listings | | | | WN | WS | \$\frac{250}{736} | | |
| ACTIVE INVENTORY New Listings | | | | ## 43 | WS | \$FV TOTAL 250 736 105 310.2 265.0 95 228.5 54.6 59 243 1,117 69 252.5 174 922 42.511 233.836 244.3 228.0 151 86.8 | | |
| ACTIVE INVENTORY New Listings | | | | ## 43 | WS | \$FV TOTAL 250 736 105 310.2 265.0 95 228.5 54.6 59 243 1,117 69 252.5 174 922 42.511 233.836 244.3 228.0 151 86.8 130 | | |
| ACTIVE INVENTORY New Listings | | | | ## 43 | WS | \$FV TOTAL 250 736 105 310.2 265.0 95 228.5 54.6 59 243 1,117 69 252.5 174 922 42.511 233.836 244.3 228.0 151 86.8 130 72 | | |
| ACTIVE INVENTORY New Listings | EN | | | ## 43 | WS | \$\frac{\$\sec{\text{SFV TOTAL}}{\text{736}}\$ \tag{250}\$ \tag{736}\$ \tag{105}\$ \tag{310.2}\$ \tag{265.0}\$ \tag{95}\$ \tag{228.5}\$ \tag{54.6}\$ \tag{59}\$ \tag{243}\$ \tag{1,117}\$ \tag{69}\$ \tag{252.5}\$ \tag{252.5}\$ \tag{174}\$ \tag{922}\$ \tag{42.511}\$ \tag{233.836}\$ \tag{244.3}\$ \tag{228.0}\$ \tag{151}\$ \tag{86.8}\$ \tag{130}\$ \tag{72}\$ \tag{41.4}\$ | | |
| ACTIVE INVENTORY New Listings | | | | ## 43 | WS | \$FV TOTAL 250 736 105 310.2 265.0 95 228.5 54.6 59 243 1,117 69 252.5 174 922 42.511 233.836 244.3 228.0 151 86.8 130 72 41.4 23.6 | | |

| SANTA CLARIT | A VAL | LEY S | INGLE | FAMII | LY SAL | ES STA | ATISTIC | CS FO | R JUNE | | |
|--|---------------------|--|------------------------|--------------------------|------------------------|----------------------------------|--|---|---|--|---|
| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
| New Listings | 15 | 1 | 78 | 35 | 27 | 70 | 15 | 76 | 317 | 131 | 448 |
| Total Active Listings | 54 | 28 | 190 | 76 | 88 | 133 | 55 | 162 | 786 | 430 | 1,216 |
| Average Days on Market | 133 | 217 | 102 | 92 | 131 | 97 | 80 | 114 | 111 | 107 | 110 |
| Average List Price in Thousands | | | | | | | | | | | |
| Median List Price in Thousands | 399.0 | 589.0 | 350.0 | 360.0 | 425.0 | 375.0 | 569.0 | 463.5 | 419.0 | 204.9 | 350.0 |
| BOMS | | | | | | | | | | | |
| Average BOM Price in Thousands | 247.0 | 0 | 347.0 | 355.6 | 376.6 | 348.2 | 550.7 | 457.2 | 390.9 | 224.0 | 341.1 |
| BOM to Sale Ratio | 33.3 | 0 | 49.0 | 27.3 | 37.5 | 54.5 | 30.0 | 37.3 | 40.1 | 40.7 | 40.3 |
| Expirations | 1 | 1 | 17 | 3 | 5 | 9 | 0 | 10 | 46 | 35 | 81 |
| PENDING SALES | | | | | | | | | | | |
| New Escrows Opened | 6 | 3 | 67 | 41 | 20 | 62 | 30 | 83 | 312 | 129 | 441 |
| Total YTD Escrows Opened | 35 | 19 | 327 | 159 | 84 | 251 | 87 | 332 | 1,294 | 553 | 1,847 |
| New Open Escrows Average Days on Market | 74 | 103 | 94 | 84 | 86 | 83 | 108 | 94 | 91 | 77 | 87 |
| New Open Escrows Average List Price | . 403.7 | 481.6 | 344.0 | 356.8 | 354.4 | 380.2 | 576.5 | 489.7 | 417.1 | 234.0 | 363.6 |
| CLOSED SALES: | | | | | | | | | | | |
| New Escrows Closed | 3 | 2 | 51 | 33 | 16 | 33 | 20 | 50 | 217 | 91 | 308 |
| Total YTD Escrows Closed | | | | | | | | | | | |
| Volume of New Sales Dollars in Millions | | 550 550 | 19 831 | 13 927 | 6 447 | 12 835 | 10 369 | 200 24 300 | 89 304 | 410 19 620 | 108 924 |
| Volume of total YTD Sales in Millions | | | | | | | | | | | |
| Average Sale price in Thousands | | | | | | | | | | | 353.7 |
| Median Sale Price in Thousands | | | | | | | | | | | 332 0 |
| Coop Sales | | | | | | | | | | | |
| Percent of Coop Sales | | | | | | | | | | | |
| Average Days on Market | 151 | 89 | 117 | 179 | 111 | 141 | 115 | 134 | 134 | 124 | 131 |
| Sales at List Price | 1 | 1 | 26 | 17 | 4 | 18 | 4 | 28 | 99 | 41 | 140 |
| Percent of Sales at List Price | 33.3 | 50.0 | 51.0 | 51.5 | 25.0 | 54.5 | 20.0 | 47.5 | 45.6 | 45.1 | 45.5 |
| Sales to Listing Inventory Ratio | 5.6 | 7.1 | 26.8 | 43.4 | 18.2 | 24.8 | 36.4 | 36.4 | 27.6 | 21.2 | 25.3 |
| Final Sale to New Listing Ratio | 20.0 | 200.0 | 65.4 | 94.3 | 59.3 | 47.1 | 133.3 | 77.6 | 68.5 | 69.5 | 68.8 |
| | | | | | | | | | | | |
| SANTA CLARIT | Δ \/ΔΙ | LEV C | ONDC | MINII | IM SAI | ES ST | ΔΤΙΩΤΙ | CS FO | R JUNE | | |
| SANTA CLARIT | | | | | | | | | | | ΤΩΤΔΙ |
| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
| ACTIVE INVENTORY New Listings | AC | ADUL | CC | CA | NE 23 | SAU 12 | SR 11 | VAL | SCVTOT | EXT 17 | 130 |
| ACTIVE INVENTORY New Listings Total Active Listings | AC 0 | ADUL 00 | CC 29 .83 | CA 05 | NE 23 .85 | SAU 12 38 | SR 11 19 | VAL 3899 | SCVTOT 113330 | EXT 17 | 130 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market | AC 01119 | ADUL 00000 | CC 2983107 | CA 059696 | 23 85 107 | SAU 1238158 | SR 11 19 79 | VAL 3899112 | SCVTOT 113330113 | EXT 17 71 96 | 130 401 110 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market Average List Price in Thousands | AC 1119335.0 | ADUL 000000 | 2983107205.5 | CA | NE 23 | \$AU 12 38 158 226.1 | SR 11 19 79 267.2 | VAL 3899112263.2 | SCVTOT 113330113221.1 | EXT 177196252.5 | 130 401 110 226.7 |
| ACTIVE INVENTORY New Listings Total Active Listings Average Days on Market Average List Price in Thousands Median List Price in Thousands | AC0 | ADUL 00 00 00 | 2983107205.5160.0 | CA | NE 23 | | SR 11 19 79267.2254.0 | VAL 38 | \$CVTOT113330 | EXT177196252.5199.0 | 130 401 110 226.7 204.9 |
| ACTIVE INVENTORY New Listings | 0 | 0 | 29 | CA 0596219.0225.0 | NE | \$AU12 | SR111979267.2254.01 | 38 99 112 263.2 259.9 14 | \$CVTOT113 | EXT179696199.05 | 130 401 110 226.7 204.9 |
| ACTIVE INVENTORY New Listings | 0 | ADUL 0 | 29 | CA0 | NE 23 | \$AU 12 | SR1119267.2254.01260.0 | VAL3899112263.2259.914246.9 | \$CVTOT | EXT1796 | 130 401 110 226.7 204.9 |
| ACTIVE INVENTORY New Listings | AC0 | ADUL 0 | 29 | CA0 | NE 23 | \$AU 12 | \$R1119 | VAL3899112263.2259.914246.951.9 | \$CVTOT 113 330 330 113 221.1 209.9 32 213.4 40.0 | EXT179696 | 130 401 110 226.7 204.9 37 220.7 |
| ACTIVE INVENTORY New Listings | AC0 | ADUL 0 | 29 | CA0 | NE 23 | \$AU 12 | \$R1119 | VAL3899112263.2259.914246.951.9 | \$CVTOT 113 330 330 113 221.1 209.9 32 213.4 40.0 | EXT179696 | 130 401 110 206.7 204.9 37 220.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA 0 | NE 23 | \$AU 12 | SR | VAL3899112263.2259.914246.951.9 | \$CVTOT | EXT1796 | 130 401 110 226.7 204.9 37 220.7 41.6 |
| ACTIVE INVENTORY New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA 0 | NE 23 | \$AU 12 | SR | VAL | \$CVTOT 113330113221.1209.932213.440.03131 | EXT1796 | 130 401 110 226.7 204.9 37 220.7 41.6 43 |
| ACTIVE INVENTORY New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | | CA 0 | NE 23 | \$AU 12 | \$R | VAL | \$CVTOT 113330113221.1209.932213.440.03131 | EXT1796 | 130 401 110 226.7 204.9 37 220.7 43 |
| ACTIVE INVENTORY New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA 0 | NE 23 | \$AU | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 | \$CVTOT 113330113221.1209.932213.440.03112952787 | EXT | 130 401 110 226.7 204.9 37 220.7 41.6 43 |
| ACTIVE INVENTORY New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA 0 | NE 23 | \$AU | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 | \$CVTOT 113330113221.1209.932213.440.03112952787 | EXT | 130 401 110 226.7 204.9 37 220.7 41.6 43 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000 | 29 | CA 0 | NE 23 | \$AU 12 | \$R 11 19 79 267.2 254.0 1 260.0 50.0 3 8 8 107 229.8 | VAL | \$CVTOT 113330113221.1209.932213.440.03112952787219.6 | EXT | 130 401 110 226.7 204.9 37 220.7 41.6 43 148 622 85 217.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000000. | | CA | NE | \$AU | \$R | VAL | \$CVTOT | EXT17 | 130 401 110 226.7 204.9 37 220.7 41.6 43 148 622 85 217.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000000. | | CA | NE | \$AU | \$R | VAL | \$CVTOT | EXT17 | 130 401 110 226.7 204.9 37 220.7 41.6 43 148 622 85 217.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000000. | | CA | NE 23 | \$AU | \$R | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 | \$CVTOT 113330113221.1209.932213.440.03112952787219.6808038717.229 | EXT1796 | 130 401 110 226.7 204.9 37 220.7 41.6 43 43 48 85 217.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000000. | | CA | NE | \$AU | \$R | VAL | \$CVTOT | EXT1796 | 130 401 110 226.7 204.9 37 220.7 41.6 43 43 48 85 217.7 |
| ACTIVE INVENTORY New Listings | | ADUL 0000000000. | 29 | CA | NE | \$AU | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 | \$CVTOT 113330113221.1209.932213.440.0312952787219.68038717.22993.264215.4 | EXT17 | |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 | \$CVTOT 113330113221.1209.932213.440.03112952787219.680803877.22993.264215.4200.0 | ### FXT 17 | 130401110226.7204.937220.741.64314862285217.78947719.086110.173214.5200.0 |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 | \$CVTOT 113330113221.1209.932213.440.03112952787219.6808038717.22993.264215.4200.068 | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 55.6 ### 19 ### | 130401 |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 88.9 | \$CVTOT 113330113221.1209.932213.440.03112952787219.6808038717.22993.264215.4200.06885.0 | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 55.6 ### 19 ### | 130401 |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 88.9 157 | \$CVTOT 113330113221.1209.932213.440.03112952787219.6808038717.22993.264215.4200.06885.0146 | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 55.6 ### 19 ### | 130401 |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 88.9 157 9 | \$CVTOT 113330113221.1209.932213.440.03112952787219.68038717.22993.264215.4200.06885.014638 | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 55.6 ### 19 ### | |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 88.9 157 9 33.3 | \$CVTOT 113330113221.1209.932213.440.03112952787219.68038717.22993.264215.4200.06885.01463847.5 | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 155.6 ### 12 ### 19 ### | |
| New Listings | | ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 29 | CA | NE 23 | \$AU 12 | \$R 11 | VAL 38 99 112 263.2 259.9 14 246.9 51.9 7 36 169 68 273.5 27 132 6.865 38.610 254.3 240.0 24 88.9 157 9 33.3 27.3 | \$\begin{array}{c} \text{SCVTOT} & 113 & 330 & 113 & 221.1 & 209.9 & 32 & 213.4 & 40.0 & 31 & 129 & 527 & 87 & 219.6 & 80 & 387 & 17.229 & 93.264 & 215.4 & 200.0 & 68 & 85.0 & 146 & 38 & 47.5 & 24.2 & 24.2 & \end{array} | ### EXT ### 17 ### 17 ### 196 ### 252.5 ### 199.0 ### 155.6 ### 12 ### 19 ### | |

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| | ESCROW OPENED ESCROW CLOSED COMPANY CONTRACTOR CONTRACT | 4 | TOTAL EXT TOTAL | 148 | 10,1 | 272.2383. | | | 43.2 22%.2 313.3 40.1 42.0 | 4712 | | 148 | 6482,46 | 326 3 730 2 326 9 | 2.00.2 | 100 | 5031, | 21.478128 | 108.66259 | | - | 82.0 | 126 | 43 | 43.04 | 20.0 | 6 | | SAVERAGE PRICE REDUCTION % | 20101 | 7845/ 11.3 | 4800 | 171589.4 | 75424.3 | 910. | 6.8 | 14387 | 196285.3 | 273746.5 | .4 | 436948.0 | 75217 8 0 | 5 | 7 | A/Z | 190000 | N/A 900000 20.0 | 66. | SALES | 1 862 | 100/- |
|-------------|--|------------------------------|-------------------|---------------------------------------|------------------------|---------------------------------|--------------------------------|------------------------------------|----------------------------|-------------|----------------|--------------------|--------------------------|--|---------------|---------------------|--------------------------|--|---------------------------------------|---------------------------------|------------------------------|-----------------------|------------------------|---------------------|--------------------------------|----------------------------------|---------------------------------|---------------------|-----------------------------------|----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--|--------|----------------|---------|-------|
| 440344 | ESCROV | | SR VAL SCV | | | 483.6 | 369.0 | 36 | 3 41.9 | 17 | | 19 | 501 1 | 70 | | 6 | 3 370 | 2 | 6 147.916 | 362.4 | 344.0 | 7 791 | 14 | 537 | 343.0 | 33.0 | 6 75.0 6 | | REDUCE \$ | 71 | 91 | 14 | 16 | 10 | 17 | 70 | 2 / 2 | 37 | 27 | 25 | | 01 | 10 | 3 | ō | | | 264 | | | |
| - | MMARY | cs | NE SAU | 50 82 | 119 110 | 398.0 | 345.0 | | 60.0 | 12 | | | 342 | 335 8 50 | | | 248 | 15.481 | 87.5474 | 344.0 | 2.9 342.04/5.0 30 42.0 14 | 6 | 133 | 25 | 55.62 | 9.1 26.3 29.7 | 4.9 | PRICE REDUCTION | TOTAL #SOLD | 0.0 | | ω | 22 | | | 15 | 38 | 56 | 36 | 37 | 17 | 12 | 10 | | | 2 | | 366 | L - VOLUME | 93.00 | 22,07 |
| JUNE 201 | FIAL MLS SUMM | RESIDENTIAL SALES STATISTICS | CC CA | 35 | | 384.6 | 359.0 | 6 | .312.3355.0308./ | 3 | | 44 | 169 | טע | ,4, | 7134 | 114 | .22.923 14.3629.7 | 40.654 | 322.9422.4293.9 | 300.0 | 85.9 85.3 90 | 181 | 17 | 4 | 42.0 | 66.497.16 | ME - PRICE CHANGE - | ACTIVE NO. LISTINGS | 02 | 99 | 39 | 75. | | | 7.7 | 185 | 155 | 12 | 93 | 77 | 09 | 5.5 | 33 | 31 | 14 | 19 | 150 | 2011 RMLS TOTA | 5500 20 | 1/5 |
| | SCV RESIDENT | MONTHLY RESID | AC ADUL | 151 | 130 017 | | | • | | | | 6 | 36 | 74103 | | 42 | 2320 | 1.430550 | 6.937 7.53010 | 357.5 274.8 | | | | | 50.050.0 | 7.37.1 | 26.7 200.0 | SELLING TI | ELL TIME ACI | 33 | 43 | 25 | 73 | 57 | 114 | 103 | 49 | 96 | 78 | 72 | 75 | 50 | 65 | 272 | 0 | 137 | 1 | 72 | | | |
| DECIDENTIAL | PROPERTISED STATES STAT | 0/0 | ACTIVE INVENTORY: | NEW LISTINGS 15 TOTAL ACTIVE LISTINGS | AVERAGE DAYS ON MARKET | AVERAGE LIST PRICE IN THOUSANDS | MEDIAN LIST PRICE IN THOUSANDS | BOMSAVERAGE BOM BEIOF IN THOUSANDS | BOM TO SALE RATIO | EXPIRATIONS | PENDING SALES: | NEW ESCROWS OPENED | IOIAL YID ESCROWS OPENED | NEW OPEN ESCROWS AVERAGE DATA OF MANNET. | CLOSED SALES: | NEW ESCROWS CLOSED. | TOTAL YTD ESCROWS CLOSED | VOLUME OF NEW SALE DOLLARS IN MILLIONS | VOLUME OF IOIAL YID SALES IN MILLIONS | AVERAGE SALE PRICE IN THOUSANDS | COOP SALES | PERCENT OF COOP SALES | AVERAGE DAYS ON MARKET | SALES AT LIST PRICE | PERCENT OF SALES AT LIST PRICE | SALES TO LISTING INVENTORY RATIO | FINAL SALE TO NEW LISTING RATIO | | AVG. SI | SELLING PRICE KANGE: | 100 000 TO 109 999 | 110,000 TO 119,999 | 120,000 TO 139,999 | 140,000 TO 159,999 | 160,000 TO 179,999 | 180,000 TO 199,999 | 250,000 TO 247,777 | 300,000 TO 349,999 | 350,000 TO 399,999 | 400,000 TO 449,999 | 450,000 TO 499,999 | 500,000 IO 349,999 | 666,669 OL 000,009 | 700,000 TO 799,999 | 800,000 TO 899,999 | 900,000 OT 099,999 | 1,000,000 TO 1, 999,999 MORE THAN 2.000.000 | TOTALS | LISTINGS | 3 413 | • |

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

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SANTA CLARITA VALLEY

COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO) TOTAL MONTH BY MONTH

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS', INC.

| | SALES TO LIST | 46.4 | 42.3 | 53 | 53.2 | 61.7 | 68.7 | | | | | | | | |
|------|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|-----------|
| 2011 | \$ VOL MIL. | 75.2 | 74.2 | 104 | 901 | 115.8 | 128 | | | | | | | | |
| 20 | SALES | 241 | 222 | 310 | 329 | 363 | 397 | | | | | | | | |
| | LIST | 615 | 525 | 585 | 819 | 288 | 578 | | | | | | | | |
| | % SALES TO LIST | 48.5 | 49.3 | 59.8 | 59.3 | 79.1 | 64.8 | 53.5 | 29.7 | 55 | 53.1 | 70.7 | 75.2 | 60.3 | |
| 01 | \$ VOL MIL. | 82.7 | 89.4 | 123.4 | 118.1 | 135.9 | 123.4 | 115.8 | 111.3 | 106.4 | 93.1 | 97.3 | 102.6 | 1299.4 | ,482 |
| 2010 | SALES | 231 | 241 | 354 | 328 | 368 | 357 | 302 | 312 | 297 | 279 | 299 | 308 | 3,676 | \$353,482 |
| | LIST | 476 | 489 | 592 | 553 | 465 | 551 | 564 | 550 | 540 | 525 | 423 | 407 | 6,135 | |
| | % SALES TO LIST | 45.8 | 62.4 | 66.4 | 87.8 | 77.6 | 78.1 | 84.9 | 79.9 | 74.6 | 71.2 | 67.7 | 92.0 | 73 | |
| 60 | \$ VOL MIL. | 86.3 | 97.1 | 105.4 | 122.7 | 111.7 | 120.9 | 138.7 | 118.3 | 107.1 | 117.9 | 99.5 | 114.0 | 1,339.6 | ,865 |
| 2009 | SALES | 263 | 281 | 336 | 382 | 337 | 350 | 393 | 342 | 308 | 334 | 281 | 323 | 3,930 | \$340,865 |
| | LIST | 574 | 450 | 909 | 435 | 434 | 448 | 463 | 428 | 413 | 469 | 415 | 315 | 5,353 | |
| | % SALES TO LIST | 22 | 33.6 | 39 | 48.5 | 64.5 | 6.09 | 65.0 | 52.9 | 54.7 | 58.5 | 76.4 | 84.5 | 55 | |
| 98 | \$ VOL MIL. | 79.1 | 97.6 | 120.1 | 136.5 | 153.4 | 162 | 158.5 | 131.9 | 130.3 | 137.4 | 103.5 | 120.5 | 1530.8 | ,236 |
| 2008 | SALES | 181 | 237 | 299 | 324 | 396 | 391 | 418 | 341 | 342 | 371 | 318 | 366 | 3984 | \$384,236 |
| | LIST | 822 | 902 | 99/ | 899 | 614 | 642 | 643 | 645 | 625 | 634 | 416 | 433 | 7614 | |
| | % SALES TO LIST | 37.4 | 37.1 | 41.8 | 30.0 | 32.6 | 33.9 | 38.0 | 30.1 | 28.4 | 28.6 | 32.0 | 39.9 | 34.2 | |
| 27 | \$ VOL MIL. | 164.0 | 155.2 | 241.6 | 164.7 | 183.6 | 207.4 | 186.4 | 167.1 | 111.7 | 107 | 100.2 | 104.6 | 1893.5 | 0,013 |
| 2007 | SALES | 322 | 320 | 469 | 320 | 355 | 377 | 392 | 320 | 572 | 122 | 216 | 226 | 3,742 | \$506,013 |
| | LIST | 862 | 862 | 1121 | 1065 | 1090 | 1098 | 096 | 1064 | 793 | 793 | 674 | 266 | 10,948 | |
| | % SALES TO LIST | 42.3 | 37.2 | 45.0 | 51.1 | 38.5 | 39.6 | 40.8 | 43.0 | 46.4 | 46.1 | 53.5 | 87.9 | 45.2 | |
| 90 | \$ VOL MIL. | 174.6 | 142.5 | 236.7 | 260.2 | 248.4 | 266.3 | 244.5 | 251.3 | 224.1 | 193.6 | 189.2 | 200 | 2631.4 | ,586 |
| 2006 | SALES | 321 | 289 | 454 | 473 | 476 | 493 | 469 | 483 | 445 | 380 | 390 | 372 | 5,045 | \$521,586 |
| | LIST | 803 | 776 | 1010 | 976 | 1235 | 1231 | 1149 | 1123 | 656 | 824 | 712 | 423 | 171'11 | |
| | | JAN | FEB | MAR | APR | MAY | JUNE | JUL | AUG | SEPT | OCT | NOV | DEC | TOTAL | |

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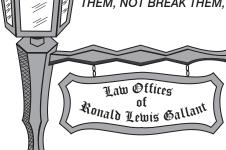


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AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay Phone: (818) 987-9500 Co-Chair: Rudy Leon Phone: (818) 642-7839

Location: Lulu's Restaurant - 16900 Roscoe

Blvd., Van Nuys Time: 8:45am

OUTWEST

2nd Thurs of Mo.

Chairperson(s): Jim Bevis, Chairman Louis Mowbray, Membership Larry Gutierrez, Listings and Caravan

Phone: Jim - (818) 522-4113

Email: jabevis@ATT.net Phone: Lou - (818) 703-7209 Email: Imowbray@pacbell.net Phone: Larry – (818) 645-8224

Location: Denny's, 8330 Topanga Cyn.

Blvd.

Time: 8:30am – 10:00am

The OWMM will be dark for the Summer: our next meeting will be Thursday, September

3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM Phone: (818) 701-7789

COMM. INVST. PROP.

Web: www.commercialdataexchange.com

Time: 8:30 A.M.

Location: SRAR Auditoirum 7232 Balboa Blvd., Van Nuys

BUSINESS OPPORTUNITY 4th Tues of mo.

Chairperson(S): Harvey Osherenko Phone: 522-7592

Location: SRAR - Time: 9:00 A.M.

R.E. NETWORK Fridays (expt. holidays)

Contact For Information: Bud Mauro

Phone: (818) 349-9997

Location: El Cariso Golf Club Restaurant, "The 19th Hole". 13100 Eldridge Ave., Sylmar CA. Exit 210 Frwy at Hubbard, N. to Eldridge, E. to

Golf Club Entrance. [TG-482 D 3] Time: 8:30 - 9:30 A.M. - EVERY FRIDAY

SCV CARAVAN 1st and 3rd Fridays

Location: Home Town Buffet- 23154 W.

Valencia Blvd., Santa Clarita Valley

Date: 1st & 3rd Friday's Time: 8:30am

Topic: MLS Marketing Meeting

NORTH L.A. COMMERCIAL REAL ESTATE FORUM

Location: IHop Restaurant

24737 Pico Cyn. Rd., Stevenson Ranch

Chairperson: Bob Khalsa, CCIM

661-513-4433